

CLAIMS

1. Breast support apparatus for supporting at least one breast from underneath a covering garment of the type specified, said apparatus being re-useable and comprising at least one sling or wrap of material arranged in use to lift and support said breast, said sling or wrap being suspended, in use, from the garment, or on the body of the wearer from underneath the garment, said apparatus being able to support or suspend said at least one breast from a location or locations at or above an upper portion of the associated breast/s or at least from above the nipple/s of the breast/s without shoulder and/or neck and/or back support straps.

2. Apparatus as claimed in claim 1 in which the at least one sling or wrap of material is adapted to support an individual breast or in which, in use, both breasts may be supported simultaneously side by side by said at least one sling or wrap of material and, preferably, in which the at least one sling or wrap of material can be arranged to lift and support the or each breast giving some shaping to same by suspending the breast against the force of gravity, and, preferably, in which the at least one sling or wrap of material is flexible and, preferably, in which the at least one sling or wrap of material is elasticated or 'stretchable' or self-sustaining in shape or having shape 'memory' material and, preferably, in which the at least one sling or wrap of material can grip the breast/s in a non-slip manner and, possibly, in which the sling or wrap of material does not have a (rigid) preformed shape and can adapt at least in part to the shape and/or size of the or each breast and/or in which the sling or wrap of material is provided with padding material preferably being in the form of a suitably shaped insert or inserts and in which the insert or inserts is/are readily removable from the sling or wrap of material and replaceable with a different size/sizes to suit the wearer.

3. Apparatus as claimed in claim 1 or claim 2 in which the sling or wrap of material is permanently or semi-permanently attached to the garment of the type specified or in which the sling or wrap of material is releasably fastenable to a garment of the type specified and, preferably, in which said releasable fastening comprises one or more press studs or surface contact fastening material or means such as a button and receiving hole, or hole that receives a loop, or tie of the sling or wrap material and, preferably said apparatus having suspension means for the sling or wrap in the form of a strip of material on which is mounted part of the releasable fastening with the remainder of the releasable fastening being provided on the sling/wrap of material and, preferably, in which said strip of material is connected or connectable to the garment by stitching and/or (heat activated) adhesive and possibly in which the fastening location or locations of the sling/wrap of material to the garment is/are adjustable preferably in the height direction of the garment, in use and, preferably, including two slings or wraps such that one breast can be supported from a higher location on the garment than the other, in use and, possibly, in which the fastening location of the or each sling or wrap is, in use, provided on an upper inside edge of the garment (near an associated shoulder or neck support strap on the garment if provided) and possibly comprising slings or wraps of material of a different size or shape to one another or in which the at least one sling or wrap of material is, possibly, in use, supported by adhesive tape located at or above an upper portion of the breast, said tape preferably being double-sided.

4. Apparatus as claimed in any one of the preceding claims in which the sling or wrap of material has ends which are close to one another when worn on the breast/s and preferably, in which the ends are connected closely adjacent to one another on the body

or garment to be worn and, preferably, which the ends of the sling or wrap of material are connectable together before the sling or wrap of material is connected to the garment or before placement around the breast so that there is only a single attachment location on the garment or body for the sling or wrap of material or in which the ends of the sling or wrap of material are connectable to the garment at spaced locations which are relatively close to one another and possibly in which the sling or wrap of material leaves the nipple/s of the breast/s exposed prior to coverage with a garment to be worn with said apparatus and possibly including separate or integral nipple cover means and possibly having a strip of silicone material or the like for gripping a breast close to the body of the wearer and possibly in which the silicone material is sprayed onto the sling or wrap and preferably in which the ends of the sling/wrap are narrowed, curved or tapered and, preferably, in which said narrowing, tapering or curving is from an inside edge of the sling/wrap with an outside edge thereof being substantially straight.

5. A garment of the type specified having at least one (strapless) breast support apparatus attached or attachable thereto in order to suspend the breast support apparatus, said breast support apparatus comprising a sling or wrap of material for supporting at least one breast in use or including breast support apparatus as claimed in any one of claims 1 to 4.

6. A method of supporting at least one breast, said method comprising suspending said breast in a re-usable sling or wrap of material and supporting the sling or wrap of material on a garment of the type specified or on a body of the wearer from underneath a garment of the type specified without shoulder and/or neck and/or back support straps from a location or locations at or above an upper portion of the associated breast/s or at least above the nipples of the breast/s.

7. Breast support apparatus for supporting at least one breast from underneath a covering garment of the type specified, said apparatus being re-usable and including means for lifting and supporting said breast, said means being suspended, in use, from a location or locations above the nipple of said breast, said location or locations being from the garment or on the body of the wearer from underneath the garment and, preferably, in which said means for lifting and supporting the breast comprises a sling or wrap of material and, preferably, in which said means for lifting and supporting said breast comprises a strip or the like that partially encircles the breast in use (and acts, in use, on the outer part and underneath of the breast pulling the breast up and inwardly towards the cleavage of the breasts).

8. Breast support apparatus in the form of a sling or wrap of material for suspending at least one breast from a garment of the type specified in use, said apparatus including suspension means for the sling/wrap of material, said suspension means being attachable to a garment of the type specified to be worn with the breast support apparatus and, preferably, in which the sling/wrap of material is releasably fastenable to the suspension means.

9. Breast support apparatus for supporting at least one breast from underneath a covering garment, said apparatus comprising an adjustable sling or adjustable means for encircling or partially encircling and supporting said breast, the size of said sling or means encircling/partially encircling the breast being (automatically) adjustable to cater for different sizes of breast and or size difference between two breasts of a wearer.

10. A garment, such as a bikini top, including two breast cups, each breast cup including a breast support apparatus displaceable or deformable, in use, relative to the associated cup, said apparatus comprising a strip or piece of elasticated or stretchable material which is attached at one end at or adjacent an upper part of the cup, in use, and attached at an opposite end at or adjacent a lower part of the associated cup, in use, the arrangement being such that the strip or piece of material is displaceable or deformable along its length relative to the associated breast cup as the breast is introduced into the cup, in use, to support the breast underneath and from an outside edge to partially encircle the breast, pulling the breast, in use, upwardly and inwardly towards the cleavage of the breasts, the strip or piece of elasticated or stretchable material, preferably, being diagonally mounted or inclined on the associated cup, preferably extending from adjacent an upper apex of the associated cup and extending downwardly in use to a lower location on the associated cup.